



# Second CRM for Mid size Companies

**S2 SOFTSOLVERS**

Technologize Your Business™



Introductory Presentation

August 2010

# Agenda

## Second CRM On Demand CRM Solution



### Introduction

### Second CRM Features

### Pricing, Implementation & Support

### Key Differentiators

### Q n A

## Reducing Cost, Improving Sales, In Recession?

- ❑ In Recession, most of the people will talk about Cost Reduction, but how about increasing sales, by improving your Leads follow ups by 80% or by giving a big lift to you Customer Support and stop your customers from looking around for cheaper alternatives
- ❑ Companies are stuck with big legacy CRM Solutions which are not more than white elephants
- ❑ Its just too risky to move on to any new system, huge capital investment, user training, internal support structure and so on.

## Second CRM – On Demand Customer Relationship Management

❑ Covers the entire spectrum of features to give comprehensive system

- Sales Management
- Marketing Automation
- Customer Support
- Business Intelligence
- Invoicing & Payment
- Project & Asset Management
- Purchasing & Inventory Tracking



❑ On Demand means No Capital Investment, all costs are Operational, can be piloted at the Department level first

❑ Choice of Shared / Private / Public Cloud hosting, for Scalability and Control over data



### Software As A Service

- ❑ Multiple Editions – From US\$15 to US\$40 per User per Month
  - for mid size companies looking for alternatives to their expensive legacy systems
  
- ❑ Online Account Activation
  - Zero Investment, Free Trail, Online Support & Training
  
- ❑ Pay As You Use, Stop Whenever You Want
  - Flexibility and Ease, No Lock In
  
- ❑ Paid Support Services
  - Customisations, Data Migration & Classroom trainings

#### Case Study: MYOB South Asia

Managing 40k Customers  
across Asia Pacific

Sales, Marketing,  
Customer Support

Migration from Seibel

Zero to Live in < 3 weeks

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# Second CRM Features

## Sales Force Automation

- ✓ Leads Management
- ✓ Account & Contact Management
- ✓ Sales Quota & Pipeline Tracking
- ✓ Quotation Management
- ✓ Services & Service Contracts
- ✓ Capture Website Leads
- ✓ Web Mail, with Email Templates

## Customer Support

- ✓ Account & Contact Management
- ✓ Manage Service Contracts
- ✓ Customer Issue Management
- ✓ Customer Portal
- ✓ Knowledgebase, FAQ's

## Business Intelligence

- ✓ Dashboard & Charts
- ✓ Advanced Reporting
- ✓ Alerts & Notifications
- ✓ Data Analysis



## eXRM

- ✓ Modular Architecture
- ✓ Web Services API
- ✓ Mobile Interface
- ✓ Import / Export Data
- ✓ Configurable Workflows

## Marketing Automation

- ✓ Campaign Management
- ✓ Mass Mail, with Email Templates
- ✓ MS Word & Outlook Integration
- ✓ Calendaring & To Do Management
- ✓ Document Management

## Operations Management

- ✓ Project Management
- ✓ Product & Vendor Management
- ✓ Invoicing, Payment & Receipt
- ✓ Basic Inventory Control
- ✓ Asset Management
- ✓ Computer Telephony Integration
- ✓ Integration with Corporate website

# Extending Second CRM

## eXRM or Extensible Relationship Management

- ❑ eXRM is the natural evolution of CRM (Customer Relationship Management). In today's dynamic business environment companies demand the ability to extend to manage anything (X=anything), not simply relationships with customers.
- ❑ Second CRM's Open platform and flexible architecture makes it is much more than a traditional CRM product. Instead, a better way to think of Second CRM is as a rapid development application with out-of-the-box CRM functionality.
- ❑ Some examples of how our Customers are using Second CRM:

### Property Developer

- ❑ Tracking Land, Buildings, Units, Tenants
- ❑ Managing End to End Process for New Tenancy to Moving out
- ❑ Generating Monthly Rental Invoices, Receipts & Statements

### Career Consulting

- ❑ Tracking Sponsors and Donations
- ❑ Planning & Managing Programs at Schools all over country
- ❑ Tracking Students, attending which Programs, which Events and what's the outcome

### Contact Centre

- ❑ Tracking All Inbound & Outbound Call results (Both Sales & Support)
- ❑ VoIP PABX (Asterix), Make and Receive Calls directly from PC
- ❑ Call Back Reminder System
- ❑ Performance Evaluation

**Second CRM can be easily customised and extended to automate most of the businesses with ease!!**

## Technical Advantages

### ❑ Product

- ✓ Multiple Company addresses, for Quotes and Invoices
- ✓ Configurable Workflow to implement complex Business Rules
- ✓ Integrated Customer Portal for your Customers
- ✓ Higher Productivity with Office Apps and Phone System integration

### ❑ Multiple Deployment options, higher control

- ✓ Second CRM Dedicated Cloud instance, with Admin Access
- ✓ Own Hosting (On Cloud or On Premise)
- ✓ Microsoft Azure Hosting \*
- ✓ Admin access to server for monitoring & backup

### ❑ Code Customisations

- ✓ Unlimited Code Customisations
- ✓ Free Customisations every month, worth 10 Man hours
- ✓ Standard Programming Environment (PHP, MySQL)



## Security

### ❑ Your data is protected

- ✓ All data is written to multiple disks instantly, backed up daily, and stored in multiple locations.

### ❑ Hybrid Cloud Architecture

- ✓ Second CRM don't store data for all customers in a single database, we maintain separate databases for all our customers for full data isolation. Though this model is bit expensive to manage for us, but it offers the best security and confidence for our customers.

### ❑ Sophisticated physical security

- ✓ Our state-of-the-art servers are protected by biometric locks and round-the-clock interior and exterior surveillance monitoring. 24/7/365 onsite staff provides additional protection against unauthorized entry and security breaches.

### ❑ Application security and sharing

- ✓ Second CRM provides a flexible, layered security framework that lets you share different data sets to different users, using profiles, roles, hierarchies, rules, etc. Administrators can configure various sharing access levels depending upon the requirement.

## Enterprise Service Agreement

### ❑ Premium Support

- ✓ 24 / 7 Premium Phone Support
- ✓ Dedicated Second CRM Administrator



### ❑ Quarterly Usage Alignment Up or Down

- ✓ Traditional agreements often force clients to buy more than needed to get long-term pricing predictability. Second CRM ESA puts an end to shelfware, allowing clients to rebalance usage up or down quarterly to meet business needs.

### ❑ Three Year Price Commitment Plus Three Year Renewal Price Cap

- ✓ Traditional agreements are replete with hidden fees and price hikes, which make it impossible to predict future costs. Second CRM ESA provides clients with transparent and fixed pricing for six years, yet clients only have to commit for one year.

Note: Second CRM Enterprise Service Agreement or ESA is applicable only for Enterprise Edition.

## Enterprise Service Agreement (contd)

### ❑ Annual Termination for Convenience

- ✓ With traditional agreements, once the contract is signed, the client is locked in, leaving no incentive for vendors to exceed – or even meet – client expectations. Second CRM ESA provides clients with added flexibility with reduced risk; if Second CRM isn't executing to client satisfaction, the client can walk away.

### ❑ Cash Service Level Credits

- ✓ With traditional agreements, clients receive, at best, credits toward future purchases. If Second CRM falls short of the service levels guaranteed in a client's customer care package, it will refund a percentage of the client's subscription fees.



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## Editions & Pricing

Feature	Professional	Enterprise
Features	Sales Management Marketing Automation Customer Support Second CRM Add Ons – Virtual Contact Centre	Operations Management Business Intelligence eXRM (Integrations, Extensions, etc)
	Both Second CRM Professional & Enterprise Editions have same set of CRM features.	
Support	M-F (9-6) Support Unlimited Support Tickets	24 by 7 Premier Support Dedicated Second CRM administrator Unlimited Phone Support
Deployment	Shared Hosting on Second CRM Cloud [No Shared database]	Multiple Deployment Options Dedicated instance on Second CRM Cloud Own Hosting (On Cloud or On Premise) Amazon Cloud Hosting Additional sandbox environment for testing and training
Customisations	Via eXRM	Unlimited Code Customisations Free customisations worth 10 man hours, per month
Control	No Direct Server Access	Admin access to server for monitoring & backup
Agreement	Master Service Agreement	Enterprise Service Agreement (in addition to MSA)
Price	<b>RM85 (or US\$25)</b> Per User Per Month	<b>RM140 (or US\$40)</b> Per User Per Month

# Implementation & Support

- ❑ SoftSolvers Consultants work together with Clients' team at all stages of Second CRM implementation

- ✓ Requirements Gathering
- ✓ System Setup, Configurations & Customisations
- ✓ Data Migration
- ✓ User Acceptance Sign Off & Go Live



- ❑ Estimated Implementation Time = 2-4 weeks\*

- ❑ Continuous Support during Subscription Period

- ✓ Application Hosting at SoftSolvers Cloud (Guaranteed Uptime 99.9%)
- ✓ Server & Application Maintenance (Backup, Patches, Upgrades, etc)
- ✓ Dedicated Customer Support (SLA, Toll Free No, Contact Centre, Online Support, etc)
- ✓ Minor Changes and Bug Fixing



\* Standard implementation.

# Comparison with Traditional CRM

- Comparing Second CRM's Enterprise Edition offering with traditional On Premise CRM implementation, over a period of Three years, assuming active **Twenty five users**.

## Traditional CRM

Feature	Unit Price	Total Cost
Software License – 25 Users (Assuming Client buying mid range CRM)		50,000
Customisations & Maintenance [360 hrs over 3 yrs]		66,000
Server Hardware (assuming two machines)		12,000
Server Hosting (Per Month for Data Centre)	300 * 2	21,600
System Admin (Monthly Salary)	3,500	126,000
<b>Total Cost in RM (For Three Years)</b>		<b>275,600</b>

## Second CRM – Enterprise Edition

Feature	Unit Price	Total Cost
Server & Application Setup		Nil
Second CRM Subscription Fee (Per User Per Month)	140	126,000
Rest Everything		Nil
<b>Total Cost in RM (For Three Years)</b>		<b>126,000</b>

## Few Considerations

- With own Hardware there is no scalability, if more users are required
- After 3 years, most of hardware require upgrade or replacement
- For any reason replacing a trained System Admin could be a nightmare for the company
- Second CRM grows with your Company, keeps you always lean & Agile!!

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## Second CRM – Key Differentiators

### ❑ On Demand, Subscription Based

- ✓ No Capital Investments on Servers or Software, Secure Servers, Daily Backups, Security Updates, all taken care off, just focus on your business.

### ❑ Multiple Deployment Options, Full Control

- ✓ Second CRM's Shared or Private Cloud, Microsoft Azure Cloud, or even on your own Servers
- ✓ Admin access to the Server, Source Code available for any enhancements – Full Control.

### ✓ Best Price Value Package

- ✓ Second CRM is highly cost competitive as compare to other global players, both in terms of Subscription fee and the professional services fee.
- ✓ Open Source, Cloud Computing, Malaysia Cost Advantage



### ❑ Zero Risk Trials, Highly Flexible Subscription

- ✓ As part of Second CRM's standard engagement process, clients are encouraged to try before they buy, without even swiping their Credit Card. Also Second CRM allows clients to rebalance usage up or down quarterly to meet business needs.

## Success with Second CRM

- 2010 CCAM Award for Best CRM Programme Implementation finalist, ABSS Sdn Bhd [MYOB South Asia] is using Second CRM as a part of their overall CRM Programme.

Awards Category	No	Organization
<b>Best CRM Programme Implementation (open)</b>	1	Asia Pacific Information Services Sdn Bhd
	2	Asian Business Software Solutions Sdn Bhd
	3	Celcom Axiata Berau
	4	Maxis Berhad
	5	Syarikat Bekalan Air Selangor Sdn Bhd
	6	Tenaga Nasional Berhad

Finalists have been selected from all over Malaysia, after many rounds of intense interviews and onsite inspections by local and overseas judges.



Second CRM is nominated among Top 50 Apps in Asia, by E27 Singapore (for 2010).

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Thank You



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